



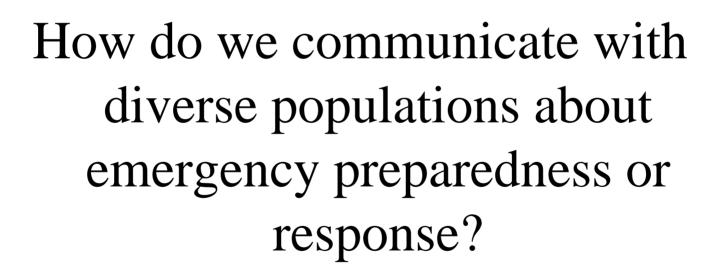
"Communication That Builds Community"

Special Needs

- Vulnerable populations
- Hard-to-Reach populations
- Special needs populations
- At-Risk populations
- Culturally Diverse Groups

Outside the Mainstream

Katrina shone a hard light on a national weakness - our capacity to be realistic about how many people living in America are outside the communication "mainstream."



Doing More With Less

Public serving agencies are expected to do more every year, yet their annual resources reflect fewer dollars and people. Adding outreach to special populations to a communications "to do" list seems impossible.

Medical Reserve Corps Units

Improve health literacy by:

- Increasing disease prevention
- Eliminating health disparities
- Improving public health preparedness

Dr. Richard H. Carmona's priorities state:

All Americans - regardless of their race, heritage, or gender - should have access to good health information, insurance, and services. MRC units may wish to target areas within their jurisdiction that may traditionally be underserved.

Targeting Underserved Populations

- Define
- Locate
- Reach

There are resources in your community that can help you understand and motivate diverse populations. Utilizing them effectively requires collaboration.

Who are the Underserved?

- Low Income groups
 - Medicaid recipients
 - Working poor
 - Living at or under the poverty line
 - Those dependent on public transportation
- Non-English speaking
 - African
 - Hispanic/Latino
 - Asian
 - French
 - Middle Easterners
 - Pacific Islanders/Aleuts/Eskimos

- Illegal/undocumented immigrants
- Refugees
- Blind and visually impaired
- Chronically ill
- Deaf and hard of hearing
- Developmentally disabled
- Drug and/or alcohol dependent
- Mentally ill
- Brain disorders/injuries
- Mobility impaired
- Energy dependent

Who are the Underserved cont.

- Frail elderly
- Pregnant women
- Mothers with newborns
- School-age, latchkey children
- Juvenile offenders
- Families with children with healthcare needs

- Homeless
- Homebound elderly
- Remote rural
- Dense urban populations
- Seasonal migrant workers
- People displaced by disaster

Comprehensive Identifiers

- Economically disadvantaged
- Limited language competence (non-English speaking, low literacy, undocumented)
- Disabled (physical, mental, sensory, cognitive)
- Age vulnerable (very old, very young)
- Geographically/culturally isolated (remote rural, deep urban)

Community Engagement

- Build a network of trusted individuals representing different population groups
- Seek out often "untitled" leaders as well as officials
- "Exercise" the network in non-emergency situations
- Pay close attention to message, messenger, and media

Ethnic Media

- A most often untapped resource in a community
- They ARE the trusted information sources for many living in the U.S.
- Can be a literal life-saver in reaching special populations

Ethnic Media cont.

- New America Media headquartered in California
 the country's first and largest collaboration of ethnic news organizations
- Online Ethnic Media directory available at http://news.newamericamedia.org/
- Ethnic media representatives say they want to learn more about what they need to communicate to their audiences to prepare for and cope with disaster

CDC's Special Populations Workbook

- This Workbook provides a structured process, a framework, in which communities can tackle this daunting task and share best practices and lessons learned to build a national infrastructure for communication built on networks of communities and neighborhoods.
- View a DRAFT of the Workbook at (www.bt.cdc.gov/workbook)



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